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Date: December 16, 2004

To: Examiner Arthur D. Duran Art Unit: 3622
USPTO

Facsimile: 703-872-9306 Telephone:

From: Streets & Steele Our Deposit Account Log No.: 1215
Debi Labay Our Ref: AUS920010177US1
(IBM/0003)

Pages: 12 (with cover)

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Attached please find the following document for the above referenced patent
application:

- 1) Response to the Office Action dated September 21, 2004 [11
pages].

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Patent
Attorney Docket: AUS920010177US1
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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IN RE APPLICATION OF:
Dwip N. Banerjee, et al.

SERIAL NO: 09/826,756
CONFIRMATION NO: 8859

FILED: April 5, 2001

**FOR: Business Method for E-Commerce
Through Customized Activity-Based
Advertising**

EXAMINER: Duran, Arthur D.

GROUP ART UNIT: 3622

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Commissioner for Patents
PO Box 1450
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RESPONSE TO OFFICE ACTION DATED SEPTEMBER 21, 2004

Applicant files this Response to the Office Action dated September 21, 2004, and having a three month shortened statutory period for response set to expire on December 21, 2004. Please enter the amendments and consider the remarks on the pages that follow.